

City of Lynchburg - Procurement Division  
900 Church Street,  
Lynchburg, VA 24504  
Telephone No: 434-455-3961  
Fax No: 434-845-0711

Date: June 13, 2006

From: V. Eloise Bowling, CPPB, Senior Buyer

RE: **Addendum #02- Marketing and Branding Communications Services RFP- 06-340**

In reference to the pre-proposal meeting held on Tuesday, June 6, 2006, please add the attached information when submitting your proposal to the City of Lynchburg.

Please direct any additional questions/inquiries to me.

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V. Eloise Bowling, CPPB  
Senior Buyer

**This addendum must be signed and returned as part of your response package.**

**READ TERMS AND CONDITIONS AND SIGN**

In compliance with the above Invitation for Bid, and subject to all the conditions hereof, the undersigned offers and agrees to comply with any or all of the terms and conditions contained herein, or as mutually agreed upon by subsequent negotiations. This form shall become part of the final file.

Company Name:  
Authorized Signature:  
Print Name:

Address:  
Title:  
Telephone #:

Date:  
Fax #:

## **ADDENDUM NUMBER 2**

**Question:** From the list of audiences what is the City's priority.

**Answer:** The Citizens

**Question:** Is the brand for the Region

**Answer:** Brand will be for Lynchburg only.

**Question:** Will access to study information and logos be available

**Answer:** Website for viewing that will address this request.

<http://www.lyncburgva.gov/home/index.asp?page=3783>

**Question:** Are there any known obstacles that need to be addressed in preparation of the proposal

**Answer:** None that we know of at this time.

**Question:** Will existing marketing/PR agencies currently under contract receive preferential treatment in making a proposal

**Answer:** No. They are to submit proposals like all other interested vendors

**Question:** After the award of a contract, will each entity be required to use the contract.

**Answer:** The City will be required to use the contract. The other entities will be encouraged to use the contract.

**Question:** Clarify the statement: Section XVI - Other Terms and Conditions Item A. Drug Free Workplace

**Answer:** Below is the information from the Virginia Public Procurement Act which will be incorporated as part of the Request for Proposal

### **Drug Free Workplace Section 2.2-4312 - VIRGINIA PUBLIC PROUCREMENT ACT**

During the performance of this contract, the contractor agrees to (i) provide a drug-free workplace for the contractor's employees; (ii) post in conspicuous places, available to employees and applicants for employment, a statement notifying employees that the unlawful manufacture, sale, distribution, dispensation, possession, or use of a controlled substance or marijuana is prohibited in the contractor's workplace and specifying the actions that will be taken against employees for violations of such prohibition; (iii) state in all solicitations or advertisements for employees placed by or on behalf of the contractor that the contractor maintains a drug-free workplace; and (iv) include the provisions of the foregoing clauses in every subcontract or purchase order of over \$10,000, so that the provisions will be binding upon each subcontractor or vendor.

For the purposes of this section, "*drug-free workplace*" means a site for the performance of work done in connection with a specific contract awarded to a contractor in accordance with this chapter, the employees of whom are prohibited from engaging in the unlawful manufacture, sale, distribution, dispensation, possession or use of any controlled substance or marijuana during the performance of the contract.

**Question:** Clarify the statement - Section XIV - General Terms and Conditions - Item Q - Termination for Default.

**Answer:** Repurchase - Default in promised delivery (without accepted reasons) or failure to meet specifications, authorizes the City of Lynchburg to purchase supplies, equipment, or services elsewhere and charge full increase in cost and handling to defaulting contractor.

**Question:** Evaluation Value Criteria - Are they available

**Answer:** Evaluation values in random order:

Qualifications/experience/responsiveness, illustrated by prior work showing development of brand, design elements, marketing materials, and development and execution of communication plans and quality and creativity of samples submitted as defined in Section IV - Scope of Services.

The effectiveness of the proposed project technical approach, reflecting the offeror's expressed understanding of and ability to meet project requirements as defined in Section IV - Scope of Services.

Samples and actual cost of at least (3) marketing pieces previously prepared by the firm which illustrate the firm's experience and style in completing similar assignments for each Task.

1. Quality and Impact of Samples Submitted - (5 points) -
2. Strength of proposal project teams, experience, and relevance of prior work - (25 Points)
3. Creativity of materials (25 points)
4. Approach (25 points)
5. Relevance, quality and completeness of proposal (10 points)
6. Cost of Services (10 points)

**Question:** Regarding Discover Lynchburg as a study

**Answer:** Discover Lynchburg was not a study. It is the brand that Tourism uses.

**Question:** Is the City expecting "Spec" Work with proposal

**Answer:** No

**Question:** Will list of vendors in attendance be posted.

**Answer:** Vendors in attendance were:

Sisson Creative	Lynchburg, VA
ND &P	Roanoke, VA
Britt Marketing	Lynchburg, VA
The Design Group	Lynchburg, VA
Prototype Advertising	Lynchburg, VA
Fraser Wallan Advertising	Dulles, VA
ECU Communications	Bnstown, VA
CRT, .Tanaka	Richmond, VA
McBratney Mktg.	Lynchburg, VA
Lovern Advertising	Lynchburg, VA
Blair Marketing	Lynchburg, VA
Martin Branding Worldwide	Richmond, VA
Fuprint	Lynchburg, VA
Alliant Studios Inc,	Fairfax, VA
Access	Roanoke, VA
Charles Ryan Associates	Richmond, VA
KI Graphics	Burke, VA
J4 Connections	Lynchburg, VA
Grafix Marketing Communications	Alexandria, VA
Clarke Marketing	Lynchburg, VA
The Speidell Group	Lynchburg, VA
Madigan Pratt & Assoc. Inc.	Williamsburg, VA.

